



FOR IMMEDIATE RELEASE:

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FACT SHEET

SANDERS KICKS OFF NATIONAL TOURISM WEEK AT CITY'S HOTTEST NEW HOTEL, "IVY HOTEL"

Tourism Generates \$7.7 Billion to Local Economy; Employees Thousands

Mayor Jerry Sanders today recognized the many important contributions of the visitor industry at one of San Diego's hottest new hotels, Ivy Hotel. The hotel, which will be opening for previews tomorrow, is an example of the vibrancy of the visitor industry and the perfect place to kick off the City's commemoration of National Tourism Week (May 14 – May 20).

In 2006, the visitor industry accounted for 32.2 million visitors to the region. The visitor industry is an economic powerhouse for the region; tourism is the region's third largest revenue producer. The visitor industry will contribute \$7.7 billion to the regional economy this year and employs tens of thousands.

Ivy Hotel the project of a local family-owned company, Kelly Capital. Kelly Capital invested \$90 million including the renovation of a beautiful Downtown landmark building. The hotel's grand opening celebration will take place in August.

NATIONAL TOURISM WEEK

National Tourism Week is an annual event that was created by a joint resolution of the U.S. Congress in 1983. Its purpose is to highlight the economic impact of the tourism industry on our nation, state and local economies and to recognize the many tourism industry segments that are needed to assemble, promote and sell the travel product.

OVERVIEW OF TOURISM IN SAN DIEGO COUNTY

- Tourism positively impacts all San Diegans. In addition to employing thousands, visitors also fund many of the basic city services provided to residents of the City of San Diego. The City uses the hotel bed tax, or "transient occupancy tax" (TOT), to pay for portions of services

ranging from parks and libraries to public safety. During FY07, TOT tax collection is expected to reach \$150 million.

- San Diego is blessed to have some of the world's top visitor attractions. The San Diego Zoo, Sea World San Diego, our beautiful and clean beaches and public parks, the nearby mountains and deserts all provide visitors with a unique set of attractions. In addition, San Diego's restaurant and nightclub scene is increasingly becoming one of the best in the nation. The City's hotels, including some the jewels of their respective chains, offer visitors a diverse selection and welcome respite.
- The San Diego Convention Center also brings highly targeted and lucrative convention business to our Downtown and region. The San Diego Convention Center has generated \$13.6 billion in total regional economic impact since it opened in 1989 and created nearly 8,000 jobs. In FY06, the Convention Center hosted 281 events, setting a new record. During that same period, 950,710 people attended events at the Center, breaking all previous records.

IVY HOTEL GENERAL OVERVIEW

Located adjacent to the Gaslamp Quarter at 6th and F Street, Ivy Hotel is a 159-room luxury urban resort featuring 14 deluxe suites and 3 specialty suites. Amenities include the 185-seat Quarter Kitchen restaurant, the 17,000 square foot "Eden" rooftop bar, the four-level "Envy" nightclub, and 20,000 square feet of flexible meeting and function space.

- Inspired by owner and developer Michael Kelly's travels around the world, Ivy Hotel is Kelly Capital's first hotel property operated under the "Ivy" hotel brand.
- Ivy Hotel was designed to retain the original structure's classic façade and preserve the history of a San Diego landmark while creating a modern environment inside. Development and construction of the \$90 million project took four years from conception to completion.
- Celebrity fashion designer Tadashi Shoji created a 30 piece wardrobe collection for Ivy Hotel employees, featuring one of a kind garments that reflect the chic design and urban landscape of the hotel.
- Dayna Lee and Ted Berner of Hollywood's Powerstrip Studio served as principal designers for the project. In addition to designing some of the top luxury hotels and restaurants in the country, the pair brings experience in the motion picture industry having served as art director, set decorator and production designer for dozens of movies and commercials.
- Overseeing the new Quarter Kitchen restaurant is Chef Damon Gordon, who has worked in some of the most high-profile restaurants in the U.S. and England.
- Room rates will range from \$450 for a deluxe room and up to \$3,000 for a signature suite.
- The Ivy is expected to generate \$1.5 million in TOT taxes next year. In addition the hotel is projected to contribute millions more in food and beverage sales taxes and payroll taxes.